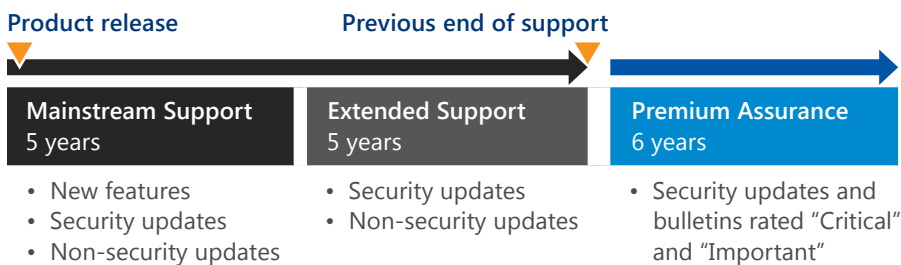**Microsoft**

Windows Server Premium Assurance
SQL Server Premium Assurance

Add six more years of product support beyond the end of Extended Support

IT today is undergoing a digital transformation to enable speed and innovation, while maintaining stability and predictability. Many applications are modernizing and moving to the cloud fast, while others need to keep running on-premises without disruption. To provide you with further flexibility as your needs evolve, Microsoft announces two offerings to help you run applications even longer: Windows Server Premium Assurance and SQL Server Premium Assurance.

These offerings add six additional years of product support beyond the end of Extended Support, allowing for up to 16 years of total support (typically five years each of Mainstream and Extended Support, plus the new six-year Premium Assurance period). Premium Assurance offers security updates and bulletins rated "Critical" and "Important," and is available for 2008 and newer versions. You can purchase these offerings as Add-ons to Software Assurance on eligible products.

Premium Assurance extends product support by six years

Product release   Previous end of support

Mainstream Support 5 years	Extended Support 5 years	Premium Assurance 6 years
• New features • Security updates • Non-security updates	• Security updates • Non-security updates	• Security updates and bulletins rated "Critical" and "Important"

Windows Server Premium Assurance and SQL Server Premium Assurance support period for 2008/R2 versions

	Extended Support End Date	Premium Assurance Support Period
Windows Server 2008/R2	January 2020	January 2020 – January 2026
SQL Server 2008/R2	July 2019	July 2019 – July 2025

Key benefits

- Offers flexibility as you move to the cloud.
- Minimizes disruptions to your environment.
- Helps you meet regulatory compliance.
- Helps makes your environment more secure.
- Enables you to proactively plan for end of product support.

To buy these offerings

Buy or renew Software Assurance

- Premium Assurance can only be added to licenses with active Software Assurance.

Buy Premium Assurance early for significant savings

- Save up to 58 percent if you purchase before the end of June 2017.
- Lock in pricing for current and future purchases.[1]

Available worldwide March 2017 onward

For more information on Windows Server Premium Assurance and SQL Server Premium Assurance, contact your Microsoft representative.

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[1] Excludes impact from Windows Server licensing model changes (from Processor-based to Core-based).
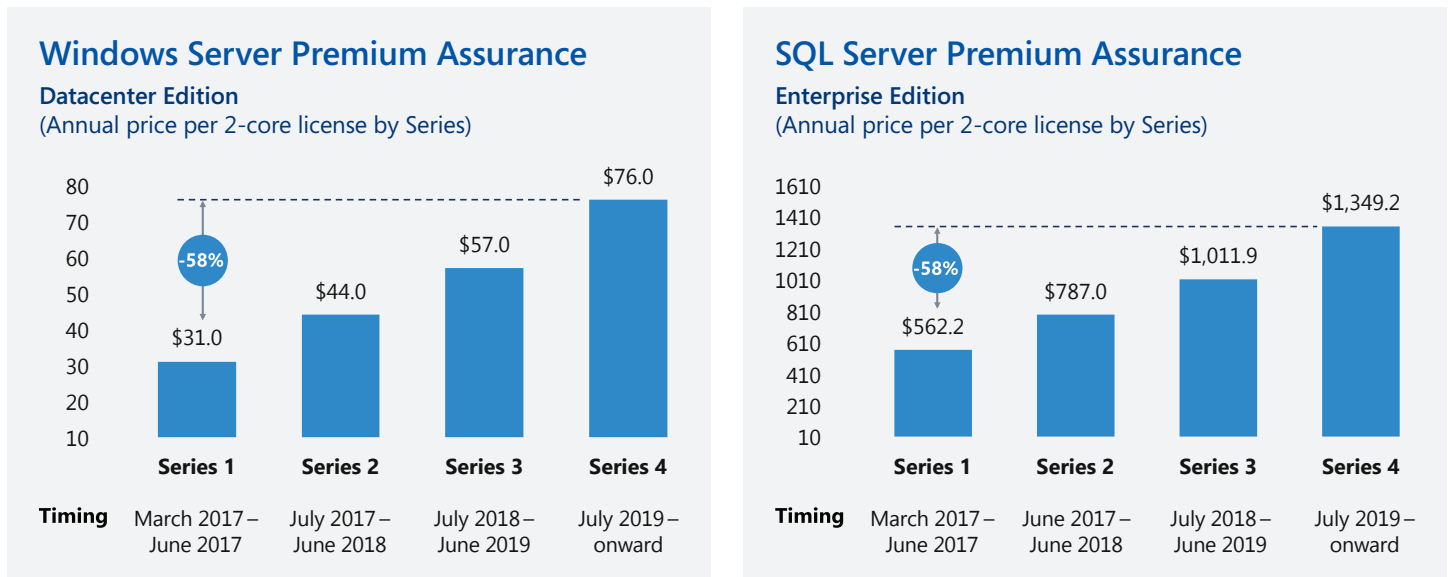
Pricing

Windows Server Premium Assurance and SQL Server Premium Assurance offerings use a phased pricing model. Depending on your time of initial purchase, you can minimize your purchase cost, renewal cost, and total cost of ownership.

Minimize purchase price. You can save up to 58 percent by purchasing before the end of June 2017, because pricing for Premium Assurance increases over time, as shown in the following table.

Series Name	Purchase Date	Annual unit cost (% of current product license price is indicative only)	Savings vs. Series 4
Series 1	March 2017 – June 2017	5% of L	**58%** (best price)
Series 2	July 2017 – June 2018	7% of L	42%
Series 3	July 2018 – June 2019	9% of L	25%
Series 4	July 2019 onward	12% of L	Not applicable

The following table shows how the cost of a Premium Assurance Add-on is lowest during Series 1 pricing and increases if you purchase later.

Eligible products

- Windows Server 2008/R2 Standard, Datacenter, and Enterprise
- Windows Server 2012/R2 Standard and Datacenter
- Windows Server 2016 Standard and Datacenter
- SQL Server 2008/R2 Standard, Datacenter, and Enterprise
- SQL Server 2012 Standard and Enterprise
- SQL Server 2014 Standard and Enterprise
- SQL Server 2016 Standard and Enterprise

Windows Server Premium Assurance
Datacenter Edition
(Annual price per 2-core license by Series)

	Series 1	Series 2	Series 3	Series 4
Price	$31.0 (-58%)	$44.0	$57.0	$76.0
Timing	March 2017 – June 2017	July 2017 – June 2018	July 2018 – June 2019	July 2019 – onward

SQL Server Premium Assurance
Enterprise Edition
(Annual price per 2-core license by Series)

	Series 1	Series 2	Series 3	Series 4
Price	$562.2 (-58%)	$787.0	$1,011.9	$1,349.2
Timing	March 2017 – June 2017	June 2017 – June 2018	July 2018 – June 2019	July 2019 – onward

Minimize renewal costs. You can lock in your initial purchase price, which remains consistent over time and across renewal periods, if you maintain both Premium Assurance and Software Assurance. For example, if you purchase Premium Assurance before the end of June 2017, your price will be $31 per 2-core Windows Server Datacenter Edition license. Because the offering price for Premium Assurance increases to $76 as of July 2019, you can save $45 per license—or about 58 percent—compared to purchasing later.

Minimize total cost of ownership. You can achieve a lower cost of ownership by purchasing Premium Assurance early and maintaining it over time. For example, if you were to purchase eight 2-core Windows Server Standard Edition Add-ons and maintain support until December 2026, your Premium Assurance
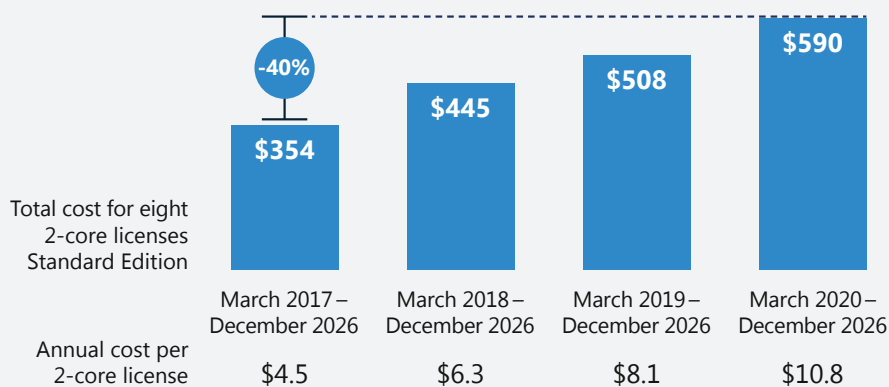
Eligible licensing programs and enrollments

- Enterprise Agreement
- Enterprise Agreement Subscription
- Enrollment for Education Solutions
- Server and Cloud Enrollment

support period would be six years—from January 2020 to December 2026. Your purchase date will affect your total cost over time, as detailed below and shown in the following table:

- If you purchase Premium Assurance in March 2017, your total cost would be $354.

- If you purchase as late as March 2020, your total cost increases by approximately 40 percent to $590.

Total cost of ownership based on purchase timing

	March 2017– December 2026	March 2018– December 2026	March 2019– December 2026	March 2020– December 2026
Total cost for eight 2-core licenses Standard Edition	$354	$445	$508	$590
Annual cost per 2-core license	$4.5	$6.3	$8.1	$10.8

Example:

Customer saves 40 percent by purchasing Windows Sever Premium Assurance in March 2017 versus March 2020.

Note: Example is indicative only, based on Level A Enterprise Agreement. With March purchase, first year is prorated to 10 months.
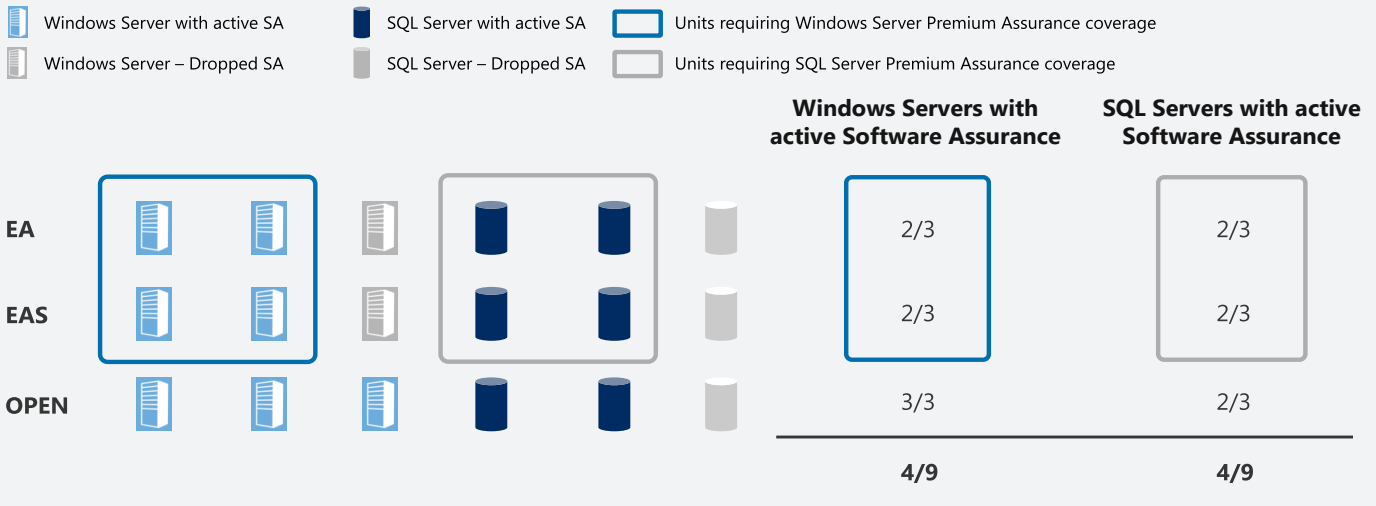
Requirements

To support a specific product version, you must purchase the Windows Server Premium Assurance or SQL Server Premium Assurance offering before the end of Extended Support. For example, to support Windows Server 2008, you have through December 2019 to purchase Premium Assurance. To support SQL Server 2008, you have through June 2019 to purchase this offering.

Windows Server Premium Assurance and SQL Server Premium Assurance are available as Add-ons to Software Assurance on that product. Per offering requirements, you must purchase the Premium Assurance Add-on for all servers with active Software Assurance that were purchased using any of the following four licensing programs and enrollments, Enterprise Agreement (EA), Enterprise Agreement Subscription (EAS), Enrollment for Education Solutions, and Server and Cloud Enrollment. If you have server licenses purchased via licensing programs outside the above four, then you are not able to purchase the Premium Assurance Add-on for those licenses.

The following graphic illustrates a sample scenario. If you had 9 Windows Server licenses and 9 SQL Server licenses through three licensing programs—EA, EAS, and Open—you would need to purchase Add-on licenses for 4 of the 9 Windows Server licenses and 4 of the 9 SQL Server licenses with active Software Assurance (eligible programs only: EA and EAS).

Total licenses that require Premium Assurance coverage

Windows Server with active SA

Windows Server – Dropped SA

SQL Server with active SA

SQL Server – Dropped SA

Units requiring Windows Server Premium Assurance coverage

Units requiring SQL Server Premium Assurance coverage

								Windows Servers with active Software Assurance	SQL Servers with active Software Assurance
EA								2/3	2/3
EAS								2/3	2/3
OPEN								3/3	2/3
								4/9	**4/9**

Additionally, while existing Client Access Licenses (CALs) must be covered by an active Software Assurance license, you do not need Windows Server Premium Assurance or SQL Server Premium Assurance Add-on licenses for CALs.

Purchasing flexibility

You can purchase Premium Assurance at any time. You also can add licenses for these offerings at any time. However, you may reduce licenses or drop the offering completely at the time of your Software Assurance renewal only.

Maximize benefits from your Software Assurance investment

If your licenses don't already include Software Assurance, a program that includes rights to new software releases and cost-efficient upgrades, this could be a good time to reconsider. Software Assurance is an essential investment in the journey to transform your application portfolio.

	Modernize applications	Create more agile, secure, and intelligent applications with new product version rights and the Nano Server installation option.
New!	**Move applications to the cloud**	Save up to 40 percent or more and gain speed, scale, and innovation in the cloud with the Azure Hybrid Use Benefit.
New!	**Sustain critical and legacy applications**	Gain six more years to run without disruption, while you focus on digital transformation with the Premium Assurance Add-on.

For more information on Windows Server Premium Assurance and SQL Server Premium Assurance, contact your Microsoft representative.

Note: All references to Premium Assurance in this document apply to both Windows Server Premium Assurance and SQL Server Premium Assurance.

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